Parliament Lights

1997/1998 Creative Presentation

July 31, 1997

- Purpose
  - To present creative that addresses concerns over relative emphasis between "the place" and the people

- Creative Goals
  - Maintain the brand essence of "Getaway"
    - "The place"
      - An escape from everyday life
      - Aspirational but not attainable
      - Infinite vistas/Clean blue and Crisp white
      - Range of distinctive architecture
    - The people
      - Secondary to the place
      - Should not distract from the place

- Audience
  - YAS (LA-24); secondarily 25-34

2071223229

Source: https://www.industrydocuments.ucsf.edu/docs/kfgy0004